

DT Fellowship Simulation Assignment

Signal to Strategy: Boardroom Thinking for MSME Growth”

A Test of Listening | Pattern Recognition | Growth Engine Design

To the Candidate: This isn’t a consulting test. It’s a call to think like a founder.

You’re not applying for a job—you’re entering the engine room of India’s economic transformation. The DT Growth OS aims to empower 15,000 MSMEs by 2035, helping them unlock scale with system thinking.

As a Growth Consultant, you're not just giving advice.

You're decoding silence, spotting structural cracks, and designing experiments that **unlock growth**.

Business Context

You're assisting a fast-growing MSME that’s hit a ceiling. The founder is passionate but overwhelmed.

You’re brought in to play the role of a **“boardroom therapist meets growth scientist.”**

You’ve received a **verbatim transcript** from a founder interview (or you can simulate one using ChatGPT).

Your goal is to:

- Diagnose the unseen bottleneck
- Design a theory of change
- Propose a Growth Readiness Report (GRS) that inspires action

You’ll use AI not to answer for you, but to **simulate alternate perspectives, generate scenarios, and co-author your solution blueprint**.

Who This Is For

This is not for job seekers. This is for builders of Bharat.

DT has the vision of seeing India as a developed nation by 2047, every DT Fellow as a CEO in 2047!

If you see yourself as a CEO by 2047 —

If you read dashboards not as metrics, but as **decisions waiting to be made** —

If you believe leadership isn’t a position, but a practice of reflection and resolve —

Then don’t treat this like a task.

Treat it like your declaration.



Your Tasks

Part 1: Bottleneck Diagnosis Using Prompted AI Dialogue

You have a transcript of a founder interview (or simulate a 300-word one).

Your task:

1. Write **3 prompts** to help AI assist you in the diagnosis:
 - One prompt to explore *mindset-related* issues (e.g., fear of delegation)
 - One for *organizational/systemic issues* (e.g., hiring, process breakdowns)
 - One for *market/capability alignment* (e.g., GTM gaps, pricing)
2. For each prompt, include:
 - What the prompt is trying to uncover
 - One **Cialdini principle** being leveraged (e.g., Authority, Liking, Consistency)
 - One **negative prompt** (e.g., “Avoid assumptions not grounded in transcript”)
3. Highlight which **layer** the problem likely belongs to:
 - Founder’s mental model
 - Talent/process capability
 - Customer strategy or positioning

Part 2: GRS Report — From Insight to Experimentation

Now write a **mini-Growth Readiness Scorecard** (you can use a 3-category version for this simulation):

For each category:

1. Identify **1–2 bottlenecks**
2. Suggest a **systemic experiment or ritual** to address it (e.g., Weekly OKR Review, Role Redefinition, Peer Feedback Loop)
3. Use a prompting loop: write 1 AI prompt that helps you simulate or prototype that experiment
4. Tag the **stage of the Growth OS** this bottleneck corresponds to (e.g., Problem-Market Fit, Delivery Engine Breakdown, Talent Mismatch)



Part 3: Strategic Summary (Max 200 Words)

Reflect on:

- How did prompting and AI deepen your understanding of the founder's business?
- What is the one principle you will now carry into every growth diagnosis?
- What mindset should a Growth Consultant embody — coach, analyst, operator, or all three?

Evaluation Rubric (Out of 100)

| Category | Weight |
|---|--------|
| Prompt Design (Diagnostic + Simulative) | 30 |
| GRS Scorecard Quality + Experiment Design | 25 |
| Strategic Reasoning and Systemic Thinking | 25 |
| AI Usage as Co-Pilot (Not Shortcut) | 10 |
| Reflection and Founder Empathy | 10 |

Closing Thought

“The problem is never the problem. The *diagnosis* is the problem.”

— Naval Ravikant

This is not a consulting gig. This is **pattern recognition at the edge of chaos**.

Are you ready to spot the signal and rebuild the system?